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# DS&E NEWS RELEASE

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## Engineering Recruitment Edges Upward

Demand for engineers and scientists increased modestly in January, as measured by a key recruiting indicator.

This was reported today by Marjorie Freedland, Director of Research at Deutsch, Shea & Evans, the recruitment advertising subsidiary of Foote, Cone & Belding Communications, Inc. DSE has been conducting research on employment, recruiting and other aspects of human resources since 1950.

The HIGH TECHNOLOGY RECRUITMENT INDEX, compiled as a three-month running average, reached 115 in January--a five-point gain over December--and its best showing since last April. However, the January figure was well below the 126 registered in the comparable month a year ago.

The single-month figure for February dropped to 119 from 128 for single-month January. According to Ms. Freedland, "This suggests that there may not be enough momentum in technical hiring at this time to sustain a strong, long-term upward trend."

(MORE)

The HTRI is based on the volume of recruitment advertising directed to degreed engineers and scientists in key U.S. newspapers and technical journals each month. Deutsch, Shea and Evans has maintained the Index since 1960.

HIGH TECHNOLOGY RECRUITMENT INDEX

(1961=100; Seasonally Adjusted)

| Month | Single-Month Figure | High Technology Recruitment Index* |
|---|---|---|
| January, 1985 | 135 | 126 |
| February | 123 | 127 |
| March | 122 | 122 |
| April | 121 | 118 |
| May | 109 | 112 |
| June | 105 | 108 |
| July | 110 | 105 |
| August | 100 | 108 |
| September | 113 | 104 |
| October | 100 | 106 |
| November | 104 | 101 |
| December | 99 | 110 |
| January, 1986 | 128 | 115 |
| February | 119 | -- |

*Based on a 3-month running average

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